

ABSTRACT OF THE DISCLOSURE

The present invention discloses an apparatus and a method for calculating audience rating on a designated content based on user history record for an interactive television, in which the interactive television is able to provide user-oriented services by receiving the consumption type and the consumption behavior record information in the user history recorder of the interactive television; storing information on the user's action on the content and information on the content in the user history record; transferring the user record information to the content provider every designated cycle; and calculating the user's audience rating on each section in the designated content based on the analysis on the user record information.